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Linguistic landscape study: signs of public transportation places in Sidoarjo regency

Studi lanskap linguistik: tanda-tanda di tempat-tempat transportasi umum kabupaten Sidoarjo

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Abstract
This study focuses on the linguistic landscape in public transportation places in Sidoarjo Regency. It aims to analyze the use and function of language on signs at Sidoarjo Train Station, Waru Train Station, Purabaya Bus Station, Larangan Bus Station, and Juanda Airport. According to Spolsky and Cooper's theoretical framework, signs are classified based on various criteria forming language taxonomy on signs. The data collection was conducted using observation and interviews. The interview was conducted with one person (passenger) at each location and the observation lasted for four days for all locations, followed by data integration and analysis. The study identified 94 signs, including 62 monolingual (Indonesian and English) and 32 bilingual (Indonesian-English) signs functioning as prohibition, warning, labeling, direction, and information. The findings found the diverse linguistic landscape in the public transportation places in Sidoarjo Regency, which had an impact on communication and navigation for both domestic and foreign passengers. Furthermore, for future research, the researchers suggest using mixed methods for analysis and addressing specific areas, particularly enhancing the clarity and visibility of prohibition signs for passenger safety.

Abstrak
Penelitian ini berfokus pada kajian lanskap linguistik di tempat-tempat transportasi umum di Kabupaten Sidoarjo. Penelitian ini bertujuan untuk menganalisis penggunaan dan fungsi bahasa pada tanda-tanda yang ada di Stasiun Kereta Api Sidoarjo, Stasiun Kereta Api Waru, Terminal Bus Purabaya, Terminal Bus Larangan, dan Bandara Juanda. Berdasarkan kerangka teoritis Spolsky dan Cooper, tanda dikelompokkan berdasarkan berbagai kriteria yang membentuk taksonomi bahasa dalam tanda. Pengumpulan data dilakukan dengan observasi dan wawancara. Wawancara dilakukan dengan satu orang (penumpang) di setiap lokasi dan observasi berlangsung selama empat hari untuk semua lokasi, dilanjutkan dengan integrasi dan analisis data. Penelitian ini mengidentifikasi 94 tanda, yang terdiri dari 62 tanda monolingual (Indonesia dan Inggris) dan 32 tanda bilingual (Indonesia-Inggris), yang berfungsi sebagai larangan, peringatan, pelabelan, pengarahan, dan informasi. Hasil penelitian ini menemukan keragaman lanskap linguistik di tempat-tempat transportasi umum, yang berdampak pada komunikasi dan navigasi bagi penumpang domestik dan asing. Selanjutnya, untuk penelitian yang akan datang, penulis menyarankan untuk menggunakan metode campuran untuk menganalisis dan menangani bidang tertentu, khususnya meningkatkan kejelasan dan visibilitas rambu larangan demi keselamatan penumpang.

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A. Introduction

Language is a means of communication that significantly impacts people's lives. As a key element in human life, language is important in achieving goals, conveying messages, and communicating with others (Mahayana et al., 2019). By using language, people can understand what the speaker wants and the effectiveness in achieving meaningful communication can be realized. People interact with their environment through various forms of communication, both spoken and written conversation (Mailani et al., 2022; Pandaleke et al., 2020; Xiao, 2018). Besides words, people can communicate with others through signs (Kusno, 2021; Wibowo & Abdullah, 2023). Signs can be found in various places, especially in public places, such as airports, schools, restaurants, highways, and stations.

A sign can be used to share messages or information related to the public interest, such as directions, traffic signs, or store names. The signs serve as a communication tool for the public (Djawad, 2016; Hendro, 2020; Mudjiyanto & Nur, 2013). However, some people are still unaware that signs around them can convey information. Everything that appears in the environment, either image or text, including signs, is called a linguistic landscape.

Linguistic Landscape (LL) is always around us and interacts with us all the time. It includes visibility and sensitivity of language about commercial and other public signs found in a particular area (Ariani & Krisnawati, 2022; Landry & Bourhis, 1997; Mulyawan & Erawawti, 2019). This statement emphasizes that signs have a role as an effective communication tool. The signs convey messages that we can perceive and understand when we see them. According to Sahril et al. (2019) and Sari (2021), linguistic landscape is a multidisciplinary field of study that involves various scientific disciplines, including urban studies, humanity, society, politics, language, semiotics, geography, anthropology, and so on. Therefore, the study of linguistic landscapes is not only limited to linguistic aspects but is also closely related to various non-linguistic aspects.

The linguistic landscape classification divides signs into different criteria, constructing a language taxonomy based on Spolsky and Cooper's theory as cited by Firdausiyah (2019), Vesya & Datang (2022), and Widiyanto (2019). There are three taxonomic criteria for signs, based on use and function (warning signs, advertising signs, road signs, informative signs, object labels, and graffiti), based on materials (wood, metal, tiles, posters, and plastic), and based on the language used in the sign (multilingual, bilingual, and monolingual). This classification makes the researchers analyze the linguistic landscape more easily because they can focus on what is learned from the sign itself.

The existence of linguistic landscape in each region is different in various taxonomies. It also indicates the situation and condition in the region (Khoiriyah & Savitri, 2021; Suari, 2021; Zaman, 2021). The differences in this linguistic landscape can be affected by several reasons, such as the level of education, the living standard of the community, and the status of the area (Suari, 2021; Wulansari, 2020; Yusuf et al., 2022). For example, in a public place, there are signs that use Indonesian more than English like at airports based on a taxonomy of language use on signs.

Sidoarjo is one of the regencies in East Java. This regency has an area of 71,424.25 ha. Sidoarjo is at an altitude of 0-25 asl (Adika, 2008). Administratively, Sidoarjo consists of 18 districts, 31 sub-districts, and 322 villages (Diskominfo Sidoarjo, 2020). The area in Sidoarjo is divided into rural villages and urban villages. The strategic location is adjacent to the provincial capital of East Java, Surabaya. This present study focuses on the use and function of language in public transportation places in Sidoarjo Regency. Sidoarjo has 13 public transportation places, including 10 train stations, two bus stations, and one airport. However, the researchers limited this study by investigating Juanda Airport, Purabaya Bus Station, Larangan Bus Station, Waru Train Station, and Sidoarjo Train Station.

Many previous studies have focused on the language used in the realm of linguistic landscape. A study conducted by Wulansari (2020) analyzed the language used on signs in Balinese public places. This study was a qualitative study with a descriptive design. The instruments used were observation and documentation. The results showed that multilingualism was more widely used on signs in Bali. Most of the signs used English because foreign tourists always visit Bali. Besides, Balinese and Indonesian were also used on signs to show the national identity.

The second previous study was related to the language functions of signs conducted by Yusuf et al. (2022). This study investigated the language functions of signs at Annuqayah Islamic Boarding School. This study used a mixed method. The instruments used were observation and documentation. The results showed that all data collected had only two language functions, symbolic and informative.

The third previous study conducted by Aini et al. (2023) analyzed the linguistic landscape at Pasarturi Train Station in Surabaya. This study explained the function of signs and linguistic landscape. The data was in the form of a visual representation, an image showing language signs at Surabaya Pasarturi Station. The results showed that there were six language variations in the linguistic context at Surabaya Pasarturi Station,

including monolingual, bilingual, and multilingual. These language variations involved Indonesian, English, and Javanese.

By looking at the previous studies, it was different from the primary focus in this present study. Wulansari (2020) emphasized language variations in a tourist-heavy area, Yusuf et al. (2022) concentrated on the language functions in an Islamic educational setting, and Aini et al. (2023) explored linguistic diversity in a transportation place. Additionally, they all used qualitative methods using observation and documentation and emphasized the value of understanding about linguistic landscape. In conclusion, each study has its unique way. They contributed to the understanding of language use in diverse settings.

Therefore, to be new in this field, the researchers filled the gap by adding interviews with passengers in public transportation places in Sidoarjo Regency, which were Waru Train Station, Sidoarjo Train Station, Purabaya Bus Station, Larangan Bus Station, and Juanda Airport. By conducting interviews with passengers after observation and documentation, this study introduced a new dimension to have direct insights and perceptions from public transportation users. This study led the analysis of the entire linguistic landscape across various transportation facilities in one city. The interview with passengers gave value by providing a deeper understanding of how public transportation users got the messages from the signs. This study significantly contributed to the linguistic landscape of public transportation places in Sidoarjo Regency.

Thus, this study has a research focus to examine the use and function of language on signs, specifically in the public transportation places in Sidoarjo Regency, which were Waru Train Station, Sidoarjo Train Station, Purabaya Bus Station, Larangan Bus Station, and Juanda Airport. This study helps readers to carefully understand the language of signs at public transportation places. It also provides insights into how communication works through signs.

B.   Method

This study analyzed the function and use of language in the linguistic landscape in public transportation places in Sidoarjo Regency. The researchers used a qualitative approach by focusing on Waru Train Station, Sidoarjo Train Station, Purabaya Bus Station, Larangan Bus Station, and Juanda Airport. This approach explains and analyzes phenomena involving individuals or groups, events, social dynamics, attitudes, beliefs, and perceptions (Putra, Azizah, et al., 2023; Putra, Viono, et al., 2023). This qualitative approach explored the function and use of language on signs at each location in depth (A. P. I. Sari & Sartika, 2023; Yanti et al., 2022). This study focused on contextual interpretation and user interactions with the signs. Moreover, this study used descriptive research. It allowed the researchers to describe in detail the characteristics of sign language that existed in each location, including patterns of language use and interactions with transportation users.

This study used a variety of instruments to analyze the function and use of language on signs in the linguistic landscape of public transportation places in Sidoarjo Regency. The instruments were cameras (to visually document existing signs), notes (for interviews with passenger at each place), and field notes (to record initial findings, additional questions, and interesting observations).

This study used several complementary data sources, visual documentation, field notes, and interview results to investigate the use and function of language on signs in public transportation places in Sidoarjo Regency. The main data were collected from visual documentation in the form of sign photographs, which were analyzed to identify phrases, words, or sentences contained in each sign. Field notes provided an important addition by recording initial findings, additional questions, and interesting observations during data collection. Meanwhile, the results of interviews with public transportation users provided an in-depth perspective regarding the function and use of language on signs. Through interviews, the researchers can analyze deeper into how passengers interpreted the messages contained in the signs.

This study also used interview techniques in data collection to strengthen the main data. The researchers selected passengers for interviews at each public transportation place using the technique of non-probability (purposive sampling). The technique of non-probability, specifically purposive sampling, was used in selecting interview participants. Purposive sampling involves intentionally selecting individuals who meet specific criteria relevant to the research objectives (Chan et al., 2020; Lenaini, 2021). In this study, one passenger at each public transportation place was chosen based on their experiences, perspectives, and roles that could contribute valuable insights into this study. This study used structured interviews, a data collection method with questions prepared, and uniformly questions to the respondents (Hakim, 2013; Wilinny et al., 2019). Therefore, there was a collection of questions asked to the passengers as follows: (a) What do you think about the signs at train stations or bus stations? (b) Do you think the signs provide clear and easy-to-understand information? and (c) How do the signs help you in navigation in this place?

The data collection procedure consisted of several stages. First, the researchers went to the locations (Waru Train Station, Sidoarjo Train Station, Purabaya Bus Station, Larangan Bus Station, and Juanda Airport.) The study had intensive observation at each location where language signs were photographed. This observation lasted for four days due to the long distance from one location to another. After the observation, the researchers selected one passenger from each place to be interviewed. Next, the interview recordings were transcribed into text to facilitate analysis. The next step was conducted by coding the data for each sign found. The coding was conducted to make it easier for the researchers to distinguish the signs of each place. It included classifying various aspects, such as the type of language used, the presence of symbols, and the function of signs. The following is an example of coding (see Table 1).

Table 1. Example of Card Analysis Sign

No. Data	Location	Picture	Function	Language Use
1.	Waru Station	…	…	…

After that, the researchers analyzed the data using reduction, presentation, and verification stages. These stages aimed to strengthen research findings, increase validity, and provide confidence that interpretations did not rely solely on one data source (Ahmad & Muslimah, 2021; Rijali, 2019). In the reduction stage, the researchers carefully selected the data. A set of photos of signs was selected, while photos that involved passengers' faces (for the sake of research ethics) were blurry. Moreover, the photos which were not related to the topic were eliminated. The next step was the presentation stage. The information was arranged neatly to make a good conclusion. The final stage was verification. The researchers showed the results based on data analysis. At this stage, the researchers made conclusions from the classified signs followed by in-depth interpretation.

C. Results and Discussion

1. Findings

In this section, the researchers answered the research questions, which were the function and use of language on signs in public transportation places in Sidoarjo Regency. After collecting and analyzing the data, the researchers found 94 signs, which were 19 signs at Sidoarjo Train Station, 13 signs at Waru Train Station, 27 signs at Purabaya Bus Station, 8 signs at Larangan Bus Station, and 27 signs at Juanda Airport.

a. The Language Use of Signs in Public Transportation Places in Sidoarjo Regency

Following the language taxonomy of signs according to Spolsky and Cooper's theory cited in Firdausiyah (2019), Vesya & Datang (2022), Widiyanto (2019), the language used is divided into monolingual (one language), bilingual (two languages), and multilingual (three or more languages). The researchers found in this study that there were 55 signs of monolingual in Indonesian, seven signs of monolingual in English, and 32 signs of bilingual in Indonesian-English.

(1) Monolingual Signs

The researchers found that 55 signs only used one language, Indonesian, and seven signs only used English. The results of the data are in the following Table 2.

Table 2. Monolingual Signs in Public Transportation Places in Sidoarjo Regency

Location	Indonesian	English
Sidoarjo Train Station	10	1
Waru Train Station	5	-
Purabaya Bus Station	27	3
Larangan Bus Station	8	-
Juanda Airport	10	3
Total	**55**	**7**

(a) Indonesian

On those public transportation places, signs in Indonesian were the dominant language used rather than the use of bilingual or monolingual in English. This finding showed that the signs in public transportation places provided special access for Indonesian citizens.

Figure 1. Monolingual in Indonesian

(b) English

Those public transportation places in Sidoarjo Regency also used monolingual in English. The researchers found that there were seven signs using monolingual in English. This finding showed that signs in English were meant to be a place of public transportation that was friendly for foreigners, considering that English was a language to bridge communication between citizens and foreigners.

Figure 2. Monolingual in English

(2) Bilingual Signs

The researchers found that 32 signs used two languages, Indonesian and English. The results of the data are in the following Table 3.

Table 3. Bilingual Signs in Public Transportation Places in Sidoarjo Regency

Location	Bilingual in Indonesia-English
Sidoarjo Train Station	7
Waru Train Station	7
Purabaya Bus Station	4
Larangan Bus Station	-
Juanda Airport	14
Total	**32**

Bilingualism was also found in public transportation places in Sidoarjo Regency. The researcher found 32 signs in the five places. This finding showed that bilinguals provided easy accommodation access for passengers from within the country or abroad, so they could find out the points of the place through signs that were bilingual in Indonesian-English.

Figure 3. Bilingual in Indonesian-English

b.   Language Functions of Signs in Public Transportation Places in Sidoarjo Regency

In this section, the researchers answered the research question by analyzing the language function of signs in public transportation places in the Sidoarjo Regency. In this case, the researchers used Spolsky and Cooper's theory cited by Firdausiyah (2019), Vesya & Datang (2022), and Widiyanto (2019) to classify the taxonomy based on the function and use of language on signs, including prohibition, warning, directions, and informative signs. In addition, the researchers also used the results of interviews as additional data to determine whether the signs were following their functions or not. The data results related to the language functions of signs can be seen in the following table.

Table 4. Language Functions of Signs at Sidoarjo Station

Function of Signs	Total
Warning Sign	2
Informative Sign	2
Prohibition Sign	3
Direction Sign	4
Label Sign	8
Total	**19**

In Table 4, it can be concluded that the researchers found 19 signs at Sidoarjo station. As shown in the table, the most commonly found at Sidoarjo station were label signs, totaling eight signs. The researchers found four directional signs and three prohibition signs. Meanwhile, warning signs and directions signs were only found two signs each.

Table 5. Language Functions of Signs at Waru Station

Function of Signs	Total
Warning Sign	2
Informative Sign	5
Prohibition Sign	-
Direction Sign	-
Label Sign	6
Total	**13**

In Table 5, it can be concluded that the researchers found 13 signs at Waru station. As shown in Table 5, from the 13 signs, only three language functions were found. There were three warning signs, five informative signs, and six label signs.

Table 6. Language Functions of Signs at Purabaya Bus Station

Function of Signs	Total
Warning Sign	1
Informative Sign	5
Prohibition Sign	2
Direction Sign	11
Label Sign	8
Total	**27**

From the data in Table 6, it can be concluded that the researchers found 27 signs classified into five functions at Purabaya Bus Station. Warning signs were only found one sign, while direction signs were found 11 signs. Thus, the researchers concluded that Purabaya Bus Station, which had a large area, needed much direction, so the passengers could easily know where to go.

Table 7. Language Functions of Signs at Larangan Bus Station

Function of Signs	Total
Warning Sign	1
Informative Sign	2
Prohibition Sign	-
Direction Sign	2
Label Sign	3
Total	**8**

In Table 7, it can be concluded that the researchers found eight signs at Larangan Bus Station. As shown in the table above, the eight signs did not include the language function of the prohibition signs. Thus, the researchers concluded that there was still needed more prohibition signs at Larangan bus station. The bus station is a public area that requires an order or an appeal so that nothing bad happens.

Table 8. Language Functions of Signs at Juanda Airport

Function of Signs	Total
Warning Sign	1
Informative Sign	4
Prohibition Sign	3
Direction Sign	7
Label Sign	12
Total	**27**

From the data in the table above, it can be concluded that the researchers found 27 signs including five language functions on signs at Juanda Airport. The warning sign was a function that was rarely found in public transportation places. Meanwhile, public transportation places require orderly passengers to maintain mutual security.

c. Interview Results of Passengers in Public Transportation Places in Sidoarjo Regency

As additional supporting data, the researchers also analyzed the results of interviews conducted with passengers. The researchers only interviewed one passenger from each location. The data in this interview were used to determine the effectiveness of the language functions of signs in public transportation places in Sidoarjo Regency.

(1) Sidoarjo Train Station

"... tanda keberangkatan kereta api... iya sangat membantu... ."

The quote above shows that signs, such as the train departure schedule marker, were very helpful for passengers at Sidoarjo Train Station. The quote emphasized the significant role of signs, particularly the train departure schedule marker in facilitating passengers' experiences at Sidoarjo Train Station. The statement implied that clear and informative signs contributed to the overall ease and convenience of navigating the train station. Using the term "very helpful" suggested high effectiveness in conveying crucial information to passengers. This could include details, such as train departure times, platforms, and other relevant information, that assisted passengers in planning their journeys. In a transportation setting like a train station, where timely and accurate information is crucial, well-designed signs enhance the passenger experience. This quote emphasized the importance of thoughtful signs in public places, particularly in public transportation, where the information is essential for ensuring passengers' positive and efficient experiences.

(2) Waru Train Station

"... saya memperhatikan tandanya seperti tempat ruang tunggunya…iya sangat membantu jadi saya tidak bingung... ."

The quote explained that a sign at the Waru station was very helpful in getting information for passengers. The quote highlighted the significance of signs, specifically for guiding passengers to waiting areas at Waru Train Station. The statement indicated that the signs were crucial in assisting passengers and preventing confusion. The mention of "very helpful" suggested that the signs at Waru Train Station effectively provided information that helped passengers understand the station waiting areas. This positive impact contributed to a more organized experience for passengers using the train station facilities. In transportation, clear signs were important in guiding passengers and enhancing their overall journey experience. The quote suggested that the signs at Waru Train Station successfully fulfilled this role, helped passengers easily navigate the station, and ensured they were well-informed about the designated waiting areas.

(3) Purabaya Bus Station

"... ya betul, apalagi saya kan mau ke Bandung nih tujuanya jauh terus kayak mau lihat bis apa yang bisa diambil buat ke bandungnya itu membantu banget si... ."

In the quotation above, the passenger explained that it was helped by the direction of the bus with the intended location. The quote emphasized the importance of directional signs at Purabaya Bus Station, particularly for passengers with specific destinations. The passenger appreciated the support signs provided, mentioning a trip to Bandung, and emphasizing the helpfulness to identify buses heading to the destination. The use of phrases like "helped by the direction of the bus" and "*membantu banget si*" (very helpful) indicated that the directional signs played a crucial role in guiding passengers toward the buses that aligned with their intended destinations. This was especially valuable for long-distance journeys, where selecting the correct bus was essential. In a bus station, clear directional signs can significantly contribute to travel efficiency, ensuring that passengers can quickly and confidently identify the right buses for their intended routes.

(4) Larangan Bus Station

"... ya saya tadi menemukan tanda yang menunjukkan arah menuju terminal larangan... ya sangat bermanfaat sekali... ."

The quote above showed that the directions at Larangan Bus Station were very helpful for passengers to get the information they needed. The quote highlighted the positive impact of directional signs at Larangan Bus Station. The passenger mentioned a sign indicating the direction to Larangan Bus Station and emphasized their significant purpose for passengers. Phrases such as "directions that show the way to the Larangan Bus Station" and "*sangat bermanfaat sekali*" (very helpful) suggested that the directional signs were important in providing passengers with the necessary information to navigate the bus station effectively. In a bus station, where multiple terminals and routes may be present, clear directional signs were crucial for assisting passengers in finding their way.

(5) Juanda Airport

"... saya lihat tanda arah panah ke musholah saya ikuti saya terbantu dengan tanda itu... ."

The quote above explained that the directions helped passengers to find the prayer room. Therefore, the signs at the airport were useful for passengers. The quote emphasized the usefulness of directional signs at Juanda Airport, particularly for passengers seeking specific facilities like the prayer room. The informant mentioned the directional arrows to the prayer room and expressed gratitude for the assistance provided by the signs. The expressions such as "directions help passengers to find the prayer room" and "*saya terbantu dengan tanda itu*" (I am helped by the signs) conveyed that the directional signs played a valuable role in helping passengers to find essential facilities in the airport. In the airport, which was often a large and complex place, clear directional signs were essential for guiding passengers to various facilities and services. The positive feedback in the quote suggested that the directional signs at Juanda Airport effectively contributed to a positive passenger by facilitating the identification of important facilities, such as the prayer room.

2. Discussion

In this section, the researchers presented the research findings to answer the research problems. The researchers focused on the use and function of language on signs in public transportation places in Sidoarjo Regency. A sign can be used to share messages or information related to public interests, such as directions, traffic signs, or store names.

Signs are a communication tool for people who see it. However, some people still need to be made aware that the signs around them can give them a message. Everything that appears and is visible around the environment, either images or text, can communicate with the public. It is called a linguistic landscape. Landry & Bourhis (1997) states that the linguistic landscape is the visibility and sensitivity of the language of commercial and other public signs located in a particular area. This statement showed that signs can indeed function as communication aids. The signs conveyed messages that we can see and understand easily.

The results of this study indicated the language use including one language (monolingual) and two languages (bilingual). There were two parts of monolingual use in this study, signs that only used English and signs that only used Indonesian. Meanwhile, bilinguals only used Indonesian and English on signs. However, the researchers did not find any sign in public transportation places using three or more languages (multilingual). This showed that the results of this study were different from previous studies, which found that they covered all three aspects, monolingual, bilingual, and multilingual. Thus, the researchers concluded that public transportation places in Sidoarjo Regency used Indonesian and another language, which was English as a third language.

Moreover, the researchers found five aspects in language functions including prohibition, informative, directional, label, and warning signs. This showed the difference from previous studies, which only found language functions of signs that were symbolic and informative. Public transportation places in Sidoarjo Regency covered these five aspects of language function. However, the researchers reviewed the need for prohibition signs in these public transportation places. Prohibition signs were important to reduce violations and create mutual security between passengers.

The researchers also found that the language functions of signs in public transportation places in Sidoarjo Regency had been quite effective for passengers. Like the interview results above, the passengers felt that the signs helped them to find information, such as train departure schedules. These signs also helped passengers to find directions, such as indicating the direction of a prayer room. Thus, the researchers can conclude that the signs in public transportation places functioned properly to communicate well with passengers.

D. Conclusion

This study analyzed the use and function of language on signs in public transportation places in Sidoarjo Regency. The study was conducted at five places, Juanda Airport, Purabaya Bus Station, Larangan Bus Station, Waru Train Station, and Sidoarjo Train Station. The findings revealed the presence of both monolinguals, either in Indonesian or English, and bilingual in Indonesian-English on signs. It was indicated to help both domestic and foreign passengers. Regarding language functions of signs, this study found various types, including prohibition, informative, label, direction, and warning signs, in public transportation places in Sidoarjo Regency. However, there was a particular emphasis on the need for improvement in the function of prohibition signs to enhance passengers' safety. The practical implications of these findings were crucial. The identified language patterns and functions of signs contributed significantly to the overall communication effectiveness for passengers. Bilingual signs ensured accessibility and understanding for foreigners, enhancing their experience in navigating public transportation in Sidoarjo Regency. Therefore, the recommendations for enhancing the clarity and visibility of prohibition signs could greatly contribute to safer and more efficient public transportation places in Sidoarjo Regency.

Future research in linguistic landscapes in public transportation places is encouraged to expand its research methods by adopting a mixed-methods approach. This approach aims to enhance and complement traditional linguistic landscape research methods. Future research is expected to use quantitative data collection methods to assess the prevalence and effectiveness of language use and functions of signs. To achieve this, the researchers can gather quantitative data on language use and functions of signs through content analysis or automated tracking at different locations and times. Subsequently, after the quantitative phase, the researchers suggest collecting qualitative insights by using questionnaires. This mixed-methods approach will offer a more comprehensive understanding of linguistic landscapes in public transportation places. Supporting this suggestion for future research, mixed methods enable a richer exploration of linguistic landscapes by combining quantitative statistical data with qualitative perspectives. This comprehensive

approach will provide insights into the effectiveness and impact of the use and functions of language on signs on passengers' experiences in public transportation places. It allows the researchers to explore the reasons behind observed patterns and assess the real-world implications of linguistic choices in public transportation signs.

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